

**Amendments to the Abstract:**

At Page 169 starting at line 7, please replace the two paragraphs with the following amended paragraph:

Methods and apparatus for creating a promotional event calendar are provided. A sales model and a cost model are created ~~is created. A cost model is created.~~ The value of offers and promotional events using the sales model and cost model is determined. Combinations of offers and promotional events based on determined value are selected to create a promotion event calendar subject to the conditions from at least one store. ~~An apparatus for creating a promotional event calendar is provided.~~ The apparatus ~~comprise~~ includes an econometric engine for modeling sales as a function of price to create a sales model, a financial model engine for modeling costs to create a cost model, a promotional engine coupled to the econometric engine, and financial model engine to receive input from the econometric engine and financial model engine, ~~wherein the engine.~~ The promotional engine analyzes a plurality of offers and a plurality of promotional events to optimally match offers with promotional events to create a promotional event calendar.